Form 990

## **Return of Organization Exempt From Income Tax**

OMB No 1545-0047

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

Department of the Treasury

Open to Public

Inte	mal Rev	enue Service		The organization may have to use a copy of this return	to satisf	y state rep	orting rec	quirements.	Inspection
A	For t	the 2009 ca	alendar			d ending			, 20
В	Check	f applicable	Please	C Name of organization Americans for Stable Quali	ty Care			D Emplo	yer identification number
		s change	use IRS label or	Doing Business As				27	0575325
		change	print or	Number and street (or P O box if mail is not delivered to street add	ress)	Room/suite		E Teleph	one number
	Initial r	•	type See	2200 17th Street NW		10	)7	(202)	298-3232
П	Termin		Specific Instruc-	City or town, state or country, and ZIP + 4					
占	-	led return	tions	Washington, DC 20009				G Gross re	eceipts \$ 46,996,899.00
H		0.0	F Nar	ne and address of principal officer Jessica Bradley	_:				
Ь	Applical	tion pending	ŀ	Potomac St NW Ste 500 Washington, DC 20007					
1	Tax-e	xempt status		501(c) ( <b>4</b> ) <b>4</b> (insert no )					included? LYes LNo
÷		site: >	, IST.	101(c) ( + ) 4 (Insert 110)			1		list (see instructions)
K		of organization:	Com	oration ☐ Trust ☑ Association ☐ Other ▶	I Voor	of formation:		exemption nu	f legal domicile DC
				oration   Trust   Association   Other	L Year C	or formation:	2009	M State o	r legal domicile DC
P	art I					The miss	sian of A		for Stable Quality
	1	Briefly de	escribe	the organization's mission or most significant ac	ctivities:	rne mis	sion of A	mericans	s for Stable Quality
S 1 2010 Governance		Care is to	o bulla	momentum for public policies that will impro-	ve neaiti	n care to	every P	merican.	in 2009, the
25				eated and aired television ads that described t	he bene	efits of he	alth car	e reform	and the price of
F L		inaction.							
ev ò	2	Check this	box ►	if the organization discontinued its operations or disposed	d of more t	than 25% of	its net ass	ets.	
سہ لاپ	3	Number of	of votin	g members of the governing body (Part VI, line	1a)			3	2
- S				pendent voting members of the governing body		Ime 1b)		4	2
SU UE Activities	5			employees (Part V, line 2a)	1			5	0
ᆌᅗ	6			volunteers (estimate if necessary)	$(\mathcal{N})$			6	0
				elated business revenue from Part VIII, column (C				7a	0
3	, a	Net unrel	ated bu	usiness taxable income from Form 990-T, line 34	<i>ig</i> , <i>in</i> 1€ 12	<u>-</u>		7b	0
Activities 6	<del>  ~</del>			A STATE OF THE STA		· 'T'	Prior Y		Current Year
Ď		Contribut		ed gronts (Dort VIIII, less 4h)				0	46,996,899.00
ne	8			nd grants (Part VIII, line 1h)				0	0
Revenue	9				0	0			
P.	10	investmer	nt Incoi	me (Part VIII, column (A), lines 3.4, and 7d) .				0	0
	11	Other rev	enue (F	Part VIII, column (A), lines 5, 61, 8c, 9c, 10c, and	d 11e) (^\ b== 1	· i · · ·		0	
				dd lines 8 through 11 (must equal Part VIII, column		12)			46,996,899.00
		Grants and similar amounts paid (Part-IX, column (A), lines 1-3)						0	0
so.	14	Benefits p	Benefits pard to or or members (Part IX, column (A), line 4)						0
Expenses				mpensation, employee penefits (Part IX, column (A),				0	0
bei	16a	Profession	nal fund	draising fees (Part IX, column (A), line 11e)				0	0
ũ	b	Total fund	rastīg	expenses (Part IX, column (D), line 25) >			*	73"	′, ′,
	17	Other exp	enses	(Part IX_column-(A), lines 11a-11d, 11f-24f) .				0	46,874,268.09
	18	Total expe	enses.	Add (Me = 13-17) (must_equal Part IX, column (A)				0	46,874,268.09
	19	Revenue le	ess exp	enses. Subtract line 18 from line 12				0	122,630.91
0 8						Beg	nning of C	urrent Year	End of Year
Net Assets or Fund Balances	20	Total asse	ets (Par	t X, line 16)				0	122,630.91
AS	21			Part X, line 26)				0	0
L Net	22			nd balances. Subtract line 21 from line 20.				0	122,630.91
Pa	rt II		ture E						
				perjury, I declare that I have examined this return, including ac-	companyin	a schedules	and states	nents and to	the hest of my knowledge
		and belief,	it is true	correct, and complete. Declaration of preparer (other than o	fficer) is ba	ased on all I	nformation	of which pre	eparer has any knowledge
C:~		6 /	1	1.00 181000			1	11/10	-//^
Sig		2	ture of of	finar			Dot	1/10	100
He	re	olyllai 1\	ture or or	D. II. D. II M	. 1	<u> </u>	Date	В	
		D - Cy-	1581	ca bracity bogun in	em	10~			
		y type o	or print n	ame and title		105			
		Preparer's			Date	Check self-	"	Preparer's id (see instructi	lentifying number ons)
Paid		signature	7	17			red ▶ 🔲	,555,,566,666	,
_	arer's								
	Only	Firm's nam		urs			EIN	<b>&gt;</b> ;	
	Jinj	address, a		4 7			Phone no	<b>&gt;</b> (	)
May	the l	RS discus	s this	return with the preparer shown above? (see inst	ructions				Yes No
				unrk Reduction Act Notice see the senarate instru			at No. 11	2004	Form 990 (2000)

Pa	rt III	Statement of Program Service Accomplishments
1	Americ for ever about	describe the organization's mission: cans for Stable Quality Care's mission is to build momentum for public policies that will make health care better by one. Through television advertising and other advocacy tolls, the organization seeks to educate Americans the need for health care reform, and to build support for policies that will ensure affordable coverage is to Americans throughout their life's twists and turns.
2	Did the	e organization undertake any significant program services during the year which were not listed on pr Form 990 or 990-EZ?
3	Did the	e organization cease conducting, or make significant changes in how it conducts, any program
4	Descri Section	be the exempt purpose achievements for each of the organization's three largest program services by expenses. In 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts are required to report the amount of grants and ons to others, the total expenses, and revenue, if any, for each program service reported.
4a	Create the pr	) (Expenses \$ 43,158,098.00 including grants of \$) (Revenue \$) d and aired television and radio ads in order to build momentum for health care reform. Ads communicated ice of inaction and the benefits of reform for all Americans. Ads aired nationally and in over a dozen states shout Fall and Winter 2009. In March of 2010, the Affordable Care Act passed Congress and was signed w.
		(
		00
4b	Launch	) (Expenses \$ 33,117.65 including grants of \$ ) (Revenue \$ )  ned website factsaboutreform.org - to provide clear and accurate information to Americans about health care  Website debunked myths and communicated benefits Americans would receive with health care reform.
4c	health	) (Expenses \$ 560,073.18 including grants of \$ ) (Revenue \$ )  It together unlikely coalition of health care stakeholders in order to generate media attention in support of care reform and reassure Americans that a wide variety of constituencies support reform. Launched online and grassroots organizing campaign to connect Americans who supported health care reform to their government.
		*
4d	Other p (Expens	rogram services. (Describe in Schedule O.) es \$ 1,403,349.12 including grants of \$ ) (Revenue \$ )
4e	Total p	ogram service expenses ► 45,154,637.95
		Form <b>990</b> (2009)

Pa	rt IV Checklist of Required Schedules		_	
			Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If "Yes," complete Schedule A	1		V
2	Is the organization required to complete Schedule B, Schedule of Contributors?	2	1	
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I	3		V
4	Section 501(c)(3) organizations. Did the organization engage in lobbying activities? If "Yes," complete Schedule C, Part II	4		
5	Section 501(c)(4), 501(c)(5), and 501(c)(6) organizations. Is the organization subject to the section 6033(e) notice and reporting requirement and proxy tax? If "Yes," complete Schedule C, Part III	5		V
6	Did the organization maintain any donor advised funds or any similar funds or accounts where donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I	6		v
7	Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II	7		v
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III	8		~
9	Did the organization report an amount in Part X, line 21; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? If "Yes," complete Schedule D, Part IV	9		V
10	Did the organization, directly or through a related organization, hold assets in term, permanent, or quasi-endowments? If "Yes," complete Schedule D, Part V.	10		V
11	Is the organization's answer to any of the following questions "Yes"? If so, complete Schedule D, Parts VI, VIII, IX, or X as applicable	11		~
•	Did the organization report an amount for land, buildings, and equipment art X, line 10? If "Yes," complete Schedule D, Part VI.	•	·.**	<b>‡</b>
•	Did the organization report an amount for investments—other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII.	,	7 37 1	
•	Did the organization report an amount for investments—program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? If "Ves," complete Schedule D, Part VIII.		**	
•	Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part IX.	:	ŧ	
•	Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X.  Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses	(1) 城里	41199	á
12	the organization's liability for uncertain tax positions under FIN 48? If "Yes," complete Schedule D, Part X.  Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete	St or Z	?	**
	Schedule D, Parts XI, XII, and XIII.	12		V
12A	Was the organization included in consolidated, independent audited financial statements for the tax year?  If "Yes," completing Schedule D, Parts XI, XII, and XIII is optional			- 4
13	Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	13		V
	Did the organization maintain an office, employees, or agents outside of the United States?	14a	-	
b	business, and program service detivities eatered the entire entir	14b		V
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the United States? If "Yes," complete Schedule F, Part II.	15		<b>V</b>
16	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals located outside the United States? If "Yes," complete Schedule F, Part III	16		V
17	Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I	17		~
18	Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II	18		V
19	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a?  If "Yes," complete Schedule G, Part III.	19 20		V
20	Did the organization operate one or more hospitals? If "Yes," complete Schedule H	20		

Pa	rt IV Checklist of Required Schedules (continued)			
	•		Yes	No
21	Did the organization report more than \$5,000 of grants and other assistance to governments and organizations in the United States on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II	21	,	
22	Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX, column (A), line 2? if "Yes," complete Schedule I, Parts I and III	22	ļ ļ	V
23	Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete Schedule J	23		,
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25	24a		v
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		~
С	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?	24c		V
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d		~
25a	Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I	25a		,
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I	<b>25</b> b		v
26	Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? If "Yes," complete Schedule L, Part II	26		,
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor, or a grant selection committee member, or to a person related to such an individual? If "Yes," complete Schedule L, Part III.	27		~
28	Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):			
a b	A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28a 28b		v
С	An entity of which a current or former officer, director, trustee, or key employee of the organization (or a family member) was an officer, director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV	28c		v
<b>2</b> 9	Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M	29		~
<b>3</b> 0	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i>	30		v
31	Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I	31		v
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II	32	7	v
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i>	<b>3</b> 3		,
34	Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Parts II, III, IV, and V, line 1	34		v
35	Is any related organization a controlled entity within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2	35		V
	<b>Section 501(c)(3) organizations.</b> Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i>	36		
	Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI	37		V
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19? <b>Note.</b> All Form 990 filers are required to complete Schedule O	38	,	8

Pa	rt V Statements Regarding Other IRS Filings and Tax Compliance			
r			Yes	No
1a	Enter the number reported in Box 3 of Form 1096, Annual Summary and Transmittal of U.S. Information Returns. Enter -0- if not applicable			
b				
	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable		~^	
	gaming (gambling) winnings to prize winners?	1c		
<b>2</b> a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax	45		
b	Statements, filed for the calendar year ending with or within the year covered by this return 2a   If at least one is reported on line 2a, did the organization file all required federal employment tax returns?	2b		
	Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file this return. (see instructions)		4.	
3 <b>a</b>	Did the organization have unrelated business gross income of \$1,000 or more during the year covered by this return?	3a		V
b	If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O	3b		
	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	4a		V
<b>h</b>	If "Yes," enter the name of the foreign country: ▶	,		
b	See the instructions for exceptions and filing requirements for Form TD F 90-22.1, Report of Foreign Bank	Ĭ.	j.	
	and Financial Accounts.	5a		1
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5b		V
D	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction? If "Yes" to line 5a or 5b, did the organization file Form 8886-T, Disclosure by Tax-Exempt Entity Regarding	-		
	Prohibited Tax Shelter Transaction?	5c		
<b>6</b> a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible?	6a	~	
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?	6b	V	
7	Organizations that may receive deductible contributions under section 170(c).	**	344.8	
а	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?	7a	<u> </u>	
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?	7b		
	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was	7c		
d	required to file Form 8282?		\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	,
е	Did the organization, during the year, receive any funds, directly or indirectly, to pay premiums on a personal	7e	- 2	
*	benefit contract?	7f		
0	For all contributions of qualified intellectual property, did the organization file Form 8899 as required?	7g		
	For contributions of cars, boats, airplanes, and other vehicles, did the organization file a Form 1098-C as			
8	required?	7h	43	£ 15 1 1
	organizations. Did the supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year?	8	ď	
9	Sponsoring organizations maintaining donor advised funds.		\$ "C;-	弘綸
	Did the organization make any taxable distributions under section 4966?	9a	-	
	Did the organization make a distribution to a donor, donor advisor, or related person?	9b		
0	Section 501(c)(7) organizations. Enter:	ž .	19	M. Mes
	Initiation fees and capital contributions included on Part VIII, line 12		1/88	
	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	»)	<b>W</b>	
1	Section 501(c)(12) organizations. Enter:			
а	Gross income from members or shareholders	36.7° ×	XX	
b	Gross income from other sources (Do not net amounts due or paid to other sources against	<b>*</b>		, *
	amounts due or received from them.)			<u> </u>
2a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041? If "Yes," enter the amount of tax-exempt interest received or accrued during the year.   12b	12a		1
	If "Yes," enter the amount of tax-exempt interest received or accrued during the year.   12b	in in	900	(2000)
		rom	990	(2009)

_	rt VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through			
	for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes Schedule O. See instructions.	or c	nang	ies in
Sec	ction A. Governing Body and Management			
		,	Yes	No
1a b	Enter the number of voting members that are independent			
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with	2		-
3	any other officer, director, trustee, or key employee?			
	supervision of officers, directors or trustees, or key employees to a management company or other person? .	3	~	
4	Did the organization make any significant changes to its organizational documents since the prior Form 990 was filed?	4		11
5	Did the organization become aware during the year of a material diversion of the organization's assets?	5	V	
6	Does the organization have members or stockholders?	6		
/a	Does the organization have members, stockholders, or other persons who may elect one or more members	7a	~	
h	of the governing body?	7b	V	
8	Are any decisions of the governing body subject to approval by members, stockholders, or other persons? Did the organization contemporaneously document the meetings held or written actions undertaken during		3	
•	the year by the following.	4		
а	The governing body?	<b>8</b> a	V	
	Each committee with authority to act on behalf of the governing body?	8b		V
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached			
_	at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O	<b>9</b> a		V
	tion B. Policies (This Section B requests information about policies not required by the Internal Code)	ernal		
nev	enue Code.)	-		
40-		100	Yes	No
	Does the organization have local chapters, branches, or affiliates?	10a		
D	If "Yes," does the organization have written policies and procedures governing the activities of such chapters,	10b		
11	affiliates, and branches to ensure their operations are consistent with those of the organization?	100		
''	Has the organization provided a copy of this Form 990 to all members of its governing body before filing the form?	11	~	
11A	Describe in Schedule O the process, if any, used by the organization to review this Form 990.	7		1
	Does the organization have a written conflict of interest policy? If "No," go to line 13	<b>12</b> a		V
	Are officers, directors or trustees, and key employees required to disclose annually interests that could give			
	rise to conflicts?	12b		
C	Does the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes,"	12c		
13	describe in Schedule O how this is done	13		V
14	Does the organization have a written whistleblower policy?  Does the organization have a written document retention and destruction policy?	14		V
15	Did the process for determining compensation of the following persons include a review and approval by	-		
	independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?		,	
а	The organization's CEO, Executive Director, or top management official	15a		V
	Other officers or key employees of the organization	15b		V
	If "Yes" to line 15a or 15b, describe the process in Schedule O. (See instructions)	*,	*	,
I6a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement	1-13		
	with a taxable entity during the year?	16a	3.77	-A+136
b	If "Yes," has the organization adopted a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and taken steps to safeguard		df.7*.	**
	the organization's exempt status with respect to such arrangements?	16b		V
	tion C. Disclosure			
7	List the states with which a copy of this Form 990 is required to be filed ▶ NONE			
8	Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (501(c	)(3)s d	only)	
	available for public inspection. Indicate how you make these available. Check all that apply			
	☐ Own website ☐ Another's website ☑ Upon request			
	Describe in Schedule O whether (and if so, how), the organization makes its governing documents, conflict or	of inte	rest	
	policy, and financial statements available to the public	.ala - º	46 -	
20	State the name, physical address, and telephone number of the person who possesses the books and recording anization.   Carrie Schuyler, 1000 Potomac St NW Ste 500, Washington DC 20007 202-298-3232	as of	tne	

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# Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

#### Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year. Use Schedule J-2 if additional space is needed.

- List all of the organization's current officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
  - List all of the organization's current key employees. See instructions for definition of "key employee."
- List the organization's five current highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's former officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's former directors or trustees that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees, highest compensated employees; and former such persons.

Check this box if the organization did not co	(B)			(	C)			(D)	(E)	(F)
Name and Title	Average hours per week	Individual trustee or director	Institutional trustee	Officer	a Key employee	Highest compensates employee	Former )	Reportable compensation from the organization (W-2/1099-MISC)	Reportable compensation from related organizations (W-2/1099-MISC)	Estimated amount of other compensation from the organization and related organizations
Jessica Bradley Board Member	2			1	V	>		0	0	
Sharon White		1	- Common		-					
Board Member	2	1	1	1		-		0	0	
	Y									
								-		
				7						-

Pa	Section A. Officers, Directors, I	1	Emp	юу			a Hig	nesi			
	(A) Name and title	(B) Average	Posit	on l		C) kall	that ap	nnlv)	(D) Reportable	<b>(E)</b> Reportable	(F) Estimated
	Name and the	hours per week	Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former	compensation from the organization (W-2/1099-MISC)	compensation from related organizations (W-2/1099-MISC	amount of other compensation
						-					
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					4	0	<u> </u>				
		-	(		V	y					
			1								
		0									
1b	Total	2 12 12 12					1,000	<b></b>	0		0 0
2	Total number of individuals (including but reportable compensation from the organization)	not limited zation ►	to the	ose	liste	ed a	bove	) wh	o received mo	re than \$100,	Yes No
3	Did the organization list any <b>former</b> office employee on line 1a? If "Yes," complete to							oyee 	o, or highest co	ompensated	3 2
4	For any individual listed on line 1a, is the the organization and related organizations individual.										4
5	Did any person listed on line 1a receive services rendered to the organization? If	or accrue "Yes," comp	comp lete S	ens Sch	satio edu	on f le J	rom for s	any uch	unrelated orga person	anization for	5 1
Sec	ction B. Independent Contractors										
1	Complete this table for your five highest compensation from the organization.	compensated	d inde	epei	nde	nt c	ontra	ctor	s that received	I more than \$	100,000 of
	(A) Name and business ac	dress							(B) Description of se	ervices	(C) Compensation
Wat	erfront Strategies, 1010 Wisconsin Ave N	W #800 Wa	<b>shin</b> g	ton	DC	20	007	Tele	evision media	buys	\$39,937,875.00
	Production & Data, 1000 Potomac St NW					0007	7		ie <b>advocacy 8</b>		\$2,262,940.88
	PD Message & Media, 730 N Franklin St #4						00-		lia production		\$981,064.67
	erfront Strategies, 1010 Wisconsin Ave N					20	007	-	lia production		\$608,529.44
	y Pulpit Interactive, 1750 K St NW #450 W			_					ine advertisin		\$377,400.00
2	Total number of independent contractors ( more than \$100,000 in compensation from					to t	nose	liste	a above) who i		

	rt VII					
		3 Statement of Nevenue	(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514
Contributions, gifts, grants	1a b c d e f	Federated campaigns			,	
ပို့ န	b h	Total. Add lines 1a-1f	46,996,899.00			
Program Service Revenue	2a b c d e	All other program service revenue				
<u>ă</u>	3 4 5	Total. Add lines 2a–2f	0 (0	0 0	0	0
	b	(i)   Real   (ii)   Personal	<i>D D D D D D D D D D</i>	0	; , , si	
		Gross amount from sales of assets other than inventory 0 0				
	С	Less cost or other basis and sales expenses  Gain or (loss)  Net gain or (loss)	0	0	0	
Other Bevenue	b	Gross income from fundraising events (not including \$			£1.	
O	1	Gross income from gaming activities.		*7	43	
		See Part IV, line 19 a  Less: direct expenses b  Net income or (loss) from gaming activities	0	0	0	0
	10a b	Gross sales of inventory, less returns and allowances a Less: cost of goods sold b  Net income or (loss) from sales of inventory	0			0
	11a	ivilscellarieous neveriue Business Code				/
	b					
	e	All other revenue	0			. 45-1
	12	Total revenue. See instructions	46,996,899.00	0	0	

7

10

13

14

15

16

17

Royalties

Travel

Occupancy . .

Information technology . .

. . . . . .

from a combined educational campaign and

fundraising solicitation

#### Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A) but are not required to complete columns (B), (C), and (D). (B) Program service (D) Fundraising (A) Total expenses Do not include amounts reported on lines 6b, Management and 7b, 8b, 9b, and 10b of Part VIII. expenses expenses general expenses Grants and other assistance to governments and 1,235,000.00 1,235,000.00 organizations in the U.S See Part IV, line 21 Grants and other assistance to individuals in 0 the U.S. See Part IV, line 22 . . . . . · · s . 145 Grants and other assistance to governments, organizations, and individuals outside the n U.S. See Part IV, lines 15 and 16 0 0 Benefits paid to or for members . . . . Compensation of current officers, directors, 0 0 0 trustees, and key employees . . . . . Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and 0 0 persons described in section 4958(c)(3)(B) . . 0 0 0 0 Other salaries and wages . . . . . Pension plan contributions (include section 401(k) 0 0 0 0 and section 403(b) employer contributions). . 0 0 0 0 Other employee benefits . . . . . 0 ō 0 0 Payroll taxes . . . . . . . . . 11 Fees for services (non-employees): 1,600,000,00 0 1,600,000.00 0 a Management . . . . . . . . . 0 3,300.00 3,300.00 0 **b** Legal . . . . . . ō 0 0 c Accounting , , , , , 0 0 0 0 d Lobbying ō 40 ō e Professional fundraising services See Part IV, line 17 0 Ō 0 0 f Investment management fees . . . 0 0 0 0 g Other . . . . . . . . . 33,117.65 0 0 33,117.65 12 Advertising and promotion. 2,438.02 Ō 2,438.02 0 Office expenses . . . . 0 0 0 0

18	Payments of travel or entertainment expenses	0	0	o	0
	for any federal, state, or local public officials	0	<u> </u>	0	0
19	Conferences, conventions, and meetings .	0		0	0
20	Interest	0	0	U	U
21	Payments to affiliates	0	0	0	0
22	Depreciation, depletion, and amortization.	0	0	0	0
23	Insurance	0	0	0	0
24	Other expenses. Itemize expenses not covered above. (Expenses grouped together and labeled miscellaneous may not exceed 5% of total expenses shown on line 25 below.)				
9	Issue Advocacy	43,158,098.00	43,158,098.00	0	0
h	Coalition Management	560,073.18	560,073.18	0	0
C	Media Relations	85,000.00	0	85,000.00	0
d	Research	168,349.12	168,349.12	0	0
е					
f	All other expenses	0	0	U	0
25	Total functional expenses. Add lines 1 through 24f	46,874,268.09	45,154,637.95	1,705,184.08	14,466.06
26	Joint costs. Check here ▶ ☐ if following SOP 98-2 Complete this line only if the organization reported in column (B) joint costs				

0

0

28,892.12

0

0

0

0

0

14,446.06

0

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14,446.06

Form 990 (2009)

Par	t X	Balance Sheet			-
			(A) Beginning of year		(B) End of year
	1	Cash—non-interest-bearing	0	1	122,630.91
	2	Savings and temporary cash investments	0	2	(
ı	3	Pledges and grants receivable, net	0	3	
	4	Accounts receivable, net	0	4	(
	5	Receivables from current and former officers, directors, trustees, key			
	-	employees, and highest compensated employees. Complete Part II of Schedule L	0	5	
		Receivables from other disqualified persons (as defined under section			
	6	4958(f)(1)) and persons described in section 4958(c)(3)(B). Complete	0	6	
/6			0		
e e	7	Notes and loans receivable, net	0	_	
Assets	8	Inventories for sale or use	0	9	
	9	Prepaid expenses and deferred charges		9	
	10a	Land, buildings, and equipment: cost or 10a 0			3.
		other basis. Complete Part VI of Schedule D			<u> </u>
	b		0		
	11	Investments—publicly traded securities	0		
	12	Investments—other securities. See Part IV, line 11			
	13	Investments—program-related. See Part IV, line 11	0		(
- 1	14	Intangible assets	0		
- 1	15	Other assets. See Part IV, line 11	0		(
_	16	Total assets. Add lines 1 through 15 (must equal line 34)	) 0		122,630.9
1	17	Accounts payable and accrued expenses	0		(
	18	Grants payable	0	18	
	19	Deferred revenue	0		(
	20	Tax-exempt bond liabilities	0		
68	21	Escrow or custodial account liability. Complete Part IV of Schedule D	0	21	(
Liabilities	22	Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified		***	
]		persons. Complete Part II of Schedule L	0	22	
	23	Secured mortgages and notes payable to unrelated third parties	0	23	
	24	Unsecured notes and loans payable to unrelated third parties	0	24	
	25	Other liabilities. Complete Part X of Schedule D	0	25	(
	26	Total liabilities. Add lines 17 through 25	0	26	(
ses		Organizations that follow SFAS 117, check here ▶ ☐ and complete lines 27 through 29, and lines 33 and 34.	4		
ğ,	27	Unrestricted net assets		27	
Sa		Temporarily restricted net assets		28	
0		Permanently restricted net assets		29	
Net Assets or Fund Balance		Organizations that do not follow SFAS 117, check here ▶ ☑ and complete lines 30 through 34.		, color	
5	30		0	30	C
sel		Paid-in or capital surplus, or land, building, or equipment fund	0	31	C
2		Retained earnings, endowment, accumulated income, or other funds	0	32	(
er			0	33	122,630.91
		Total net assets or fund balances	0		0

Form **990** (2009)

Pai	rt XI Financial Statements and Reporting			
			Yes	No
1	Accounting method used to prepare the Form 990:  Cash  Accrual  Other  If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.	* * p	18 m	
2a	Were the organization's financial statements compiled or reviewed by an independent accountant?	2a		4
	Were the organization's financial statements audited by an independent accountant?	<b>2</b> b		V
	If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant?	2c		
	If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.	20.00	*** , ČL.	7
d	If "Yes" to line 2a or 2b, check a box below to indicate whether the financial statements for the year were issued on a consolidated basis, separate basis, or both:		,	
	☐ Separate basis ☐ Consolidated basis ☐ Both consolidated and separate basis	. 4	-	tritical
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?	3a		V
b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the			
	required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits.	3b		

Form **990** (2009)



#### SCHEDULE I (Form 990)

### **Grants and Other Assistance to Organizations,** Governments, and Individuals in the United States

Complete if the organization answered "Yes" to Form 990, Part IV, line 21 or 22.

OMB No 1545-0047 Open to Public Inspection

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Department of the Treasury ▶ Attach to Form 990. Internal Revenue Service Name of the organization Employer identification number **AMERICANS FOR STABLE QUALITY CARE** 0575325 Part I General Information on Grants and Assistance 1 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? 2 Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States. Part II Grants and Other Assistance to Governments and Organizations in the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Check this box if no one recipient received more than \$5,000. Use (f) Method of valuation 1 (a) Name and address of organization (b) EIN (c) IRC section (d) Amount of cash grant (e) Amount of non-cash (a) Description of (h) Purpose of grant (book, FMV, appraisal, if applicable or government assistance non-cash assistance or assistance Foundation for Patients' Rights 1718 M St NW S107 W,DC 20036 27-0890800 501(c)(4) SEE PART IV 1,235,000.00 

3 Enter total number of other organizations

Use Part IV and Schedule I-1 (	——————————————————————————————————————	Y*************************************	·~	T	
(n) Type of grant or assistance	(b) Nomber of recipients	(a) Ambum of cash grant	(d) Amount of non-cook assistance	(o) Method of valyation (book, FMV, appraisal, other)	(f) (Description of non-dash assistance
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purpose of this grant was to assist Fou	ndation for Patients' Ri	ghts in promoting h	esith care reform. Ar	1, line 2, and any other	
purpose of this grant was to assist Fou	ndation for Patients' Ri	ghts in promoting h	esith care reform. Ar	1, line 2, and any other	additional information.
purpose of this grant was to assist Fou	ndation for Patients' Ri	ghts in promoting h	eaith care reform. An	1, line 2, and any other	additional information.
purpose of this grant was to assist Fou	ndation for Patients' Ri	ghts in promoting h	eaith care reform. An	1, line 2, and any other	additional information.
purpose of this grant was to assist Fou	ndation for Patients' Ri	ghts in promoting h	eaith care reform. An	1, line 2, and any other	additional information.
purpose of this grant was to assist Fou	ndation for Patients' Ri	ghts in promoting h	eaith care reform. An	1, line 2, and any other	additional information.
purpose of this grant was to assist Fou	ndation for Patients' Ri	ghts in promoting h	eaith care reform. An	1, line 2, and any other	additional information.
purpose of this grant was to assist Fou	ndation for Patients' Ri	ghts in promoting h	eaith care reform. An	1, line 2, and any other	additional information.
purpose of this grant was to assist Fou	ndation for Patients' Ri	ghts in promoting h	eaith care reform. An	1, line 2, and any other	additional information.
Supplemental Information, Co	ndation for Patients' Ri	ghts in promoting h	eaith care reform. An	1, line 2, and any other	additional information.

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SCHEDULE O (Form 990)

## Supplemental Information to Form 990

OMB No 1545-0047

Open to Public Inspection

Department of the Treasury Internal Revenue Service

Complete to provide information for responses to specific questions on Form 990 or to provide any additional information.

► Attach to Form 990.

Employer identification number Name of the organization AMERICANS FOR STABLE QUALITY CARE 0575325 27 PART III, LINE 4D: Conducted research on health care issues - \$168,349.12 The organization hired a public relations firm with expertise in public policy communications to plan and implement the creation and airing of television and radio ads to further the organization's exempt purpose of building momentum for public policies that will improve health care for every American. PART VI, SECTION A, LINE 6: There is only one class of members. PART VI, SECTION A, LINE 7A: There is only one class of members and they have the right to vote on the board of directors. PART VI, SECTION A, LINE 7B: There is only one class of voting members and they have the right to vote on approval of the board of directors. PART VI, SECTION A, LINE 8B: No committee has authority to act on behalf of the governing body. PART VI, SECTION B, LINE 11A: Board Members review the return. Any questions are addressed with the preparer and the return is approved by the directors before filing. PART VI, SECTION C, LINE 19:

The organization's governing documents and financial statements are not made available to the public.

For Privacy Act and Paperwork Reduction Act Notice, see the Instructions for Form 990.

Cat No 51056K

Schedule O (Form 990) 2009